

## **Abstract**

### **MARKETING MIX OF DHK BANÍK MOST AND PROPOSALS FOR ITS IMPROVEMENT**

This Bachelor thesis is focused on the analysis of marketing mix of handball club DHK Baník Most.

**Aim of the thesis:** Use of research methods in order to determine efficiency of particular marketing tools. Present proposals and recommendations for improvement of marketing mix of the club, which should help attract new fans and to satisfy the already involved.

**Methods:** It was used observation, informal interview and questionnaire survey for collecting data.

**Results:** There have been found some flaws in conception of marketing tools based on the data collected. The most urgent changes were identified in the area of accompanying program during the game and the fast food services. There have also been some suggested changes in seasons ticket management in terms of profit. Other recommendation also dealt with improved promotion of the club, which should be more used in the future. Proposals and suggestions identified have been presented to the club management for potential realisation.

**Key words:** marketing tools, marketing research, questionnaire, interview, handball